



PHILIP MORRIS

U. S. A.

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October 10, 1986

Ms. Valerie Allen
Ms. Dana Fields
Rolling Stone
745 Fifth Avenue
New York, New York 10022

Dear Valerie and Dana:

Thanks for reworking your lunch program so that I got to see your super R&R film. I enjoyed it and the lunch -- sorry I had to duck out early.

About the franchise positions -- we will continue to operate on the premise that support in the form of "inside" pages will be maintained at levels that will hopefully be comfortable for you.

We should be close to completion for '87 plans in a couple weeks. Give me a call then if you like.

Thanks again.

Sincerely,

James L. Thompson, Jr.
Vice President - Media

mcf:

cc: C. Beck
C. Lee
K. Miller

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